

THAT WHICH IS CLAIMED:

1. A short-range wireless communication transponder device for providing access to content information, the device comprising:
short-range wireless communication circuitry; and
5 a memory unit in communication with the circuitry, wherein the memory unit stores local content information and commands for concurrently effecting retrieval of supplemental content information associated with the local content information from a remote network resource while the local content information is accessible to a remote wireless device.

10 2. The device of Claim 1, wherein the short-range wireless communication transponder device is further defined as a Radio Frequency Identification (RFID) transponder device.

15 3. The device of Claim 2, wherein the short-range wireless communication circuitry is further defined as RFID circuitry.

20 4. The device of Claim 1, wherein the memory unit that stores local content information further defines the local content information as including an Internet home page.

25 5. The device of Claim 4, wherein the memory unit that stores the commands for concurrently effecting retrieval of the supplemental content information associated with the local content information from a remote network resource further comprises a memory unit that stores the commands for concurrently effecting retrieval of the supplemental content information associated with the Internet home page.

30 6. The device of Claim 1, wherein the memory unit that stores local content information further defines the local content information as including a first portion of a multimedia file.

7. The device of Claim 6, wherein the memory unit that stores the commands for concurrently effecting retrieval of supplemental content information associated with the local content information from a remote network resource further comprises a
5 memory unit that stores the commands for concurrently effecting retrieval of supplemental content information including a second portion of the multimedia file.

8. The device of Claim 1, wherein the memory unit that stores local content information further defines the local content information as including a first portion of a
10 questionnaire.

9. The device of Claim 8, wherein the memory unit that stores the commands for concurrently effecting retrieval of supplemental content information associated with the local content information from a remote network resource further comprises a
15 memory unit that stores the commands for concurrently effecting retrieval of supplemental content information including a second portion of the questionnaire.

10. The device of Claim 1, wherein the memory unit that stores local content information further defines the local content information as including a condensed
20 version of a file.

11. The device of Claim 10, wherein the memory unit that stores the commands for concurrently effecting retrieval of supplemental content information associated with the local content information from a remote network resource further
25 comprises a memory unit that stores the commands for concurrently effecting retrieval of supplemental content information including a full version of the file.

12. A mobile device that provides for short-range wireless communication for accessing content information, the device comprising:
30 a reader for receiving and decoding short-range wireless communication signals from an associated transponder, the decoded information including information

locally stored on the transponder and commands for effecting retrieval of supplemental content information associated with the locally stored information, from a network resource; and

5 a processor in communication with the reader that receives the decoded information that is capable of executing instructions for making information locally stored at the transponder accessible to the mobile device user and concurrently effecting retrieval of the supplemental content information from the network resource for the purpose of providing seamless access to the local content information and the supplemental content information.

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13. The device of Claim 12, wherein the mobile device that provides for short-range wireless communication is further defined as a cellular telephone that provides for Radio Frequency Identification (RFID) communication.

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14. The device of Claim 12, wherein the reader decoded information includes content information locally stored on the transponder that includes an Internet home page.

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15. The device of Claim 14, wherein the reader decoded information includes the commands for initiating wireless communication with a network resource that stores content information associated with the Internet home page.

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16. The device of Claim 12, wherein the reader decoded information includes content information locally stored on the transponder that includes a first portion of a multimedia file.

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17. The device of Claim 16, wherein the reader decoded information includes the commands for initiating wireless communication with a network resource that stores a second portion of the multimedia file.

18. The device of Claim 12, wherein the reader decoded information includes content information locally stored on the transponder that includes a first portion of a questionnaire.

5 19. The device of Claim 18, wherein the reader decoded information includes the commands for initiating wireless communication with a network resource that stores a second portion of the questionnaire.

20. The device of Claim 12, wherein the reader decoded information includes
10 content information locally stored on the transponder that includes a condensed version of a file.

21. The device of Claim 20, wherein the reader decoded information includes the commands for initiating wireless communication with a network resource that stores a
15 full version of the file.

22. The device of Claim 12, wherein the processor that is capable of executing instructions for making content information locally stored at the transponder accessible to the mobile device user and concurrently effecting retrieval of the supplemental content
20 information from the network resource, wherein concurrently effecting retrieval of the supplemental content information further includes establishing wireless communication with the network resource, the wireless communication chosen from the group consisting of cellular, Wireless Local Area Network (WLAN), and Ultra Wide Band (UWB).

25 23. A system for short-range wireless communication for accessing content information, the system comprising:

 a transponder device that stores and transmits both local content information and commands for concurrently effecting retrieval of supplemental content information from a network resource while the local content information is accessible to
30 a remote wireless device, wherein the supplemental content information is associated with the local content information; and

a mobile device that includes a reader that decodes information received from the transponder and a processor that provides for user-access to the local content information while concurrently initiating wireless communication with the network resource for the purpose of retrieving the supplemental content information.

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24. The system of Claim 23, wherein the transponder stores and transmits the local content information that includes an Internet home page and the processor of the mobile device provides user-access to the Internet home page while simultaneously initiating wireless communication with the network resource that the stores supplemental content information associated with the Internet home page.

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25. The system of Claim 23, wherein the transponder stores and transmits the local content information that includes a first portion of a multimedia file and the processor of the mobile device provides user-access to the first portion of the multimedia file while simultaneously initiating wireless communication with the network resource that stores the supplemental content information including a second portion of the multimedia file.

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26. The system of Claim 23, wherein the transponder stores and transmits the local content information that includes a first portion of a questionnaire and the processor of the mobile device provides user-access to the first portion of the questionnaire while simultaneously initiating wireless communication with the network resource that stores the supplemental content information including a second portion of the questionnaire.

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27. The system of Claim 23, wherein the transponder stores and transmits the local content information that includes a condensed version of a file and the processor of the mobile device provides user-access to the condensed version of the file while simultaneously initiating wireless communication with the network resource that stores the supplemental content information including a full version of the file.

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28. The system of Claim 23, wherein the processor of the mobile device provides user-access to the local content information while simultaneously initiating wireless communication with the network resource, wherein the wireless communication is chosen from the group consisting of cellular, Wireless Local Area Network (WLAN), and Ultra Wide Band (UWB).

29. A method for providing information to a mobile device, the method comprising the steps of:

- storing, at a transponder, local content information and commands for concurrently effecting retrieval of supplemental content information stored at a remote network resource;
- wirelessly transmitting, from the transponder to a mobile device equipped with a reader, the local content information and the commands for concurrently effecting retrieval of supplemental content information from a remote network resource;
- providing a user of the mobile device access to the local content information; and
- concurrently, effecting retrieval of the supplemental content information stored at the remote network resource based on the commands in the transponder transmission.

30. The method of Claim 29, further comprising the step of providing the user seamless access to the local content information and the retrieved supplemental content information.

31. The method of Claim 30, wherein the step of providing the user seamless access to the local content information and the retrieved supplemental content information further comprising providing the user seamless access to the local content information and the retrieved supplemental content information upon authorizing the user for access.

32. The method of Claim 30, wherein the step of providing the user seamless access to the local content information and the retrieved supplemental content information further comprising providing the user seamless access to the local content information and the retrieved supplemental content information upon authenticating the user for access.

33. The method of Claim 29, wherein the step of effecting retrieval of the supplemental content information stored at the remote network resource is further defined as occurring absent user input by the mobile device user.

34. The method of Claim 29, wherein the step of effecting retrieval of the supplemental content information stored at the remote network resource further comprises effecting retrieval of the supplemental content information stored at the remote network resource upon authorizing the user.

35. The method of Claim 29, wherein the step of providing a user of the mobile device access to the local content information further comprises providing a user of the mobile device complimentary access to the local content information.

36. The method of Claim 35, wherein the step of effecting retrieval of the supplemental content information stored at the remote network resource further comprises effecting retrieval of the supplemental content information stored at the remote network resource upon payment of a fee by the mobile device user.

37. The method of Claim 29, wherein the step of effecting retrieval of the supplemental content information stored at the remote network resource further comprises effecting retrieval of the supplemental content information stored at the remote network resource upon authenticating the user.

38. The method of Claim 29, wherein the step of storing, at a transponder, local content information and commands for effecting retrieval of supplemental content

information stored at a remote network resource further comprises storing, at a RFID transponder, local content information including an Internet home page and commands for effecting retrieval of supplemental content information stored at a remote network resource, wherein the supplemental content information is related to the Internet home page.

39. The method of Claim 29, wherein the step of storing, at a transponder, local content information and commands for effecting retrieval of supplemental content information stored at a remote network resource further comprises storing, at a transponder, local content information including a first portion of a multimedia file and commands for effecting retrieval of supplemental content information stored at a remote network resource, wherein the supplemental content information includes a second portion of the multimedia file.

40. The method of Claim 29, wherein the step of storing, at a transponder, local content information and commands for effecting retrieval of supplemental content information stored at a remote network resource further comprises storing, at a transponder, local content information including a first portion of a questionnaire and commands for effecting retrieval of supplemental content information stored at a remote network resource, wherein the supplemental content information includes a second portion of the questionnaire.

41. The method of Claim 29, wherein the step of storing, at a transponder, local content information and commands for effecting retrieval of supplemental content information stored at a remote network resource further comprises storing, at a RFID transponder, local content information including a condensed version of a file and commands for effecting retrieval of supplemental content information stored at a remote network resource, wherein the supplemental content information includes a full version of the file.

42. The method of Claim 29, wherein the step of effecting retrieval of the supplemental content information stored at the remote network resource further comprises initiating wireless communication with the remote network resource to retrieve the supplemental content information, wherein the wireless communication is chosen
5 from group consisting of cellular, Wireless Local Area Network (WLAN), and Ultra Wide Band (UWB).

43. A computer program product for providing a user of a mobile device access to content information, the computer program product comprising a computer-
10 readable storage medium having computer-readable program code portions stored therein, the computer-readable program code portions comprising:

a first executable portion capable of providing a mobile device user access to local content information stored locally on a Radio Frequency Identification (RFID) transponder and received via a wireless interrogation by the mobile device; and
15 a second executable portion capable of effecting retrieval of supplemental content information stored at a remote network resource based on commands received by the mobile device via the interrogation, wherein the first and second executable portions are executed concurrently to provide the user seamless access to the local and supplemental content information.

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44. The computer program product of Claim 40, wherein the second executable portion capable of effecting retrieval of supplemental content information is further defined as occurring absent user input by the mobile device user.

25 45. The computer program product of Claim 40, wherein the second executable portion capable of effecting retrieval of supplemental content information further comprises effecting retrieval of the supplemental content information stored at the remote network resource upon authorization of the mobile device user.

30 46. The computer program product of Claim 40, wherein the second executable portion capable of effecting retrieval of supplemental content information

further comprises effecting retrieval of the supplemental content information stored at the remote network resource upon authentication of the mobile device user.

5 47. The computer program product of Claim 40, wherein the first executable portion capable of providing a mobile device user access to information stored locally on a transponder and received via an interrogation by the mobile device further comprises providing a mobile device user complimentary access to information stored locally on a transponder and received via an interrogation by the mobile device.

10 48. The computer program product of Claim method of Claim 44, wherein second executable portion capable of effecting retrieval of supplemental content information stored at a remote network resource based on commands received by the mobile device via the interrogation further comprises effecting retrieval of the supplemental content information stored at the remote network resource upon payment of
15 a fee by the mobile device user.